

IN THE CLAIMS

Please amend the claims as follows:

1. (original) A method of presenting an information item on a mobile device, said method comprising the steps of:

- retrieving an identification of at least one of user gear and apparel;
- determining a mode reflecting at least one attribute of identified gear and apparel and optionally sending the mode with an identification of said mobile device to a service provider; and
- determining and presenting the information item dependent on said mode.

2. (original) A method according to claim 1 further comprising the steps of:

- receiving a first message from a caller sent to said mobile device;
- determining a second message dependent on said mode, when said first message is received; and
- sending the second message to the caller as a response to said first message.

3. (original) A method according to claim 2 characterized in that the step of determining a second message comprises the steps of:

- sending the mode with an identification of said mobile device to a service provider; and
- determining the second message based on the received mode and the identification of said mobile device on the service provider.

4. (currently amended) A method according to ~~any one of claims 1 through 3~~claim 1 further comprising the step of:

- modifying at least one attribute of gear and apparel.

5. (currently amended) A method according to ~~any one of claims 1 through 4~~claim 1, characterized in that the mobile device is a personal digital assistant, palm top, cell phone or a mobile phone.

6. (original) A computer program product comprising program code means stored on a computer readable medium for performing the method of any one of claims 1 through 5 when the computer program is run on a computer.

7. (original) A mobile device for presenting an information item, said mobile device comprising:

- at least one identification reader for retrieving an identification of at least one of user gear and apparel;
- means for determining a mode reflecting at least one attribute of identified gear and apparel and means for optionally sending the mode with an identification of said mobile device to a service provider; and
- means for determining and presenting the information item dependent on said mode.

8. (original) A mobile device according to claim 7 further comprising:

- means for receiving a first message from a caller;
- means for determining a second message dependent on said mode, when said first message is received; and
- means for sending the second message to the caller as a response to said first message.

9. (original) A mobile device according to claim 8 characterized in that the means for determining a second message comprises:

- means for sending the mode with an identification of said mobile device to a service provider, where said service provider determines the second message.

10. (original) A mobile device according to any one of claims 7 through 9 further comprising:

- means for modifying at least one attribute of gear and apparel.